

MEMORANDUM

To: Planning & Zoning Commission
Town of Darien, CT

From: Glenn Chalder, AICP

Date: **April 26, 2018**

Subject: **Revised Sign Regulations**

This booklet summarizes changes to the draft sign regulations to:

- Incorporate items identified as “Change Made” in the List of Comments provided to the Commission for the April 17 meeting,
- Incorporate decisions made by the Commission at the April 17 meeting on items identified as “Discuss” in the List of Comments,
- Supplemental comments from Staff and Planimetrics.

Explanatory sidebar text in earlier versions of the regulations has been removed.

COLOR LEGEND USED IN THIS DOCUMENT

Black Text	Text as proposed in the April 9 draft to the PZC
Highlight Text	An issue highlighted for possible PZC discussion
Red Text	Text changes recommended by Staff and/or Planimetrics for inclusion

ARTICLE II - DEFINITIONS

SECTION 210. DEFINITIONS

Delete existing definition of “Sign” and replace with the following:

Sign: Any sign, illustration, lettering, device, insignia or display of any kind, however made, displayed, painted, supported or attached, used for the purpose of advertisement, identification, publicity or notice of any kind, in view of the general public. The term "sign" shall also include any flag, pennant, banner, or other device of any kind, whether with or without letters, figures or other symbol thereon, intended to advertise or attract attention to any business or commercial establishment in any zone but shall not include flags of any governmental unit or branch, or of any non-profit charitable or religious organization.

ARTICLE IX - SUPPLEMENTARY REGULATIONS

Delete existing Sections 920 -931 and replace with the following:

SECTION 930. SIGN REGULATIONS

931. Purpose / Applicability

It is the purpose and intent of this section to:

1. Accommodate signs for identification, direction, and as a form of communication;
2. Protect the public safety by regulating the size, height, location and lighting of signs in order to avoid undue distractions to motorists and pedestrians;
3. Maintain and enhance the aesthetic and historical values of the community by regulating the size, height, location and lighting of signs and by establishing standards for signs that are well designed and pleasing in appearance with good design relationship and materials;
4. Aid in implementing the strategies in the Plan of Conservation and Development related to maintaining and enhancing community character, and
5. Provide a reasonable and comprehensive system of sign controls to provide for fair and equal treatment of all sign users.

These Sign Regulations are intended to place restrictions on the time, place, and manner (when, where, and how) of signage so that the purposes stated above may be accomplished. This includes restrictions on size, height, location, and number of signs that may be displayed.

Unless specifically allowed as provided within Section 934, no sign shall be established, constructed, reconstructed enlarged, moved or structurally altered except in conformity with these Regulations and until a sign permit, if required by this section, has been issued.

932. Categorization of Zoning Districts

For the purposes of Section 930, zoning districts in Darien shall be categorized as follows:

Category	Current Districts	Possible Future Districts
Pedestrian-Oriented Business Districts	CBD, CBD-CS, NHR, NB	CBD, CBD-CS, NH, NB
Automobile-Oriented Business Districts	DC, DB-1, DB-2, SB, SB-E, NB	DB, SB, NB
Office Districts	OB, DOR-1, DOR-5	DO
Single-Family Residential Districts	R-2, R-1, R-1/2, R-1/3, R-1/5, R-NBD	R-2, R-1, R-1/2, R-1/3, R-1/5, R-NBD
Multi-Family Residential Districts (1)	DMR, 3.7AH, DCR	DMR, 3.7AH, DCR
Other Districts	PR, MU	PR, MU

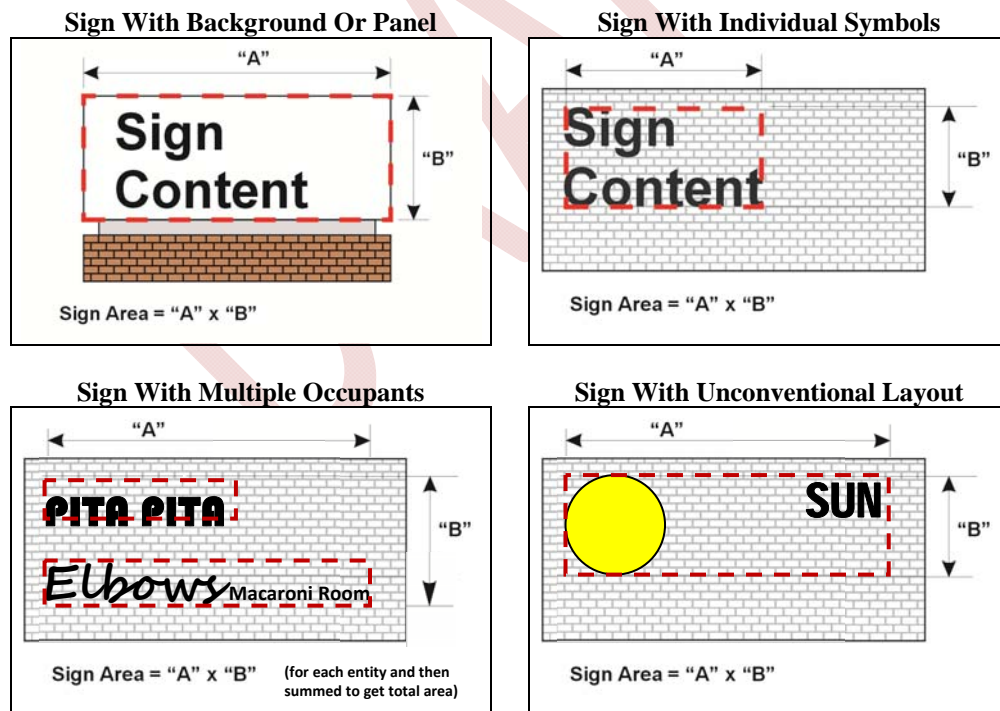
Notes:

1. Regardless of the underlying zone, any multi-family development in the DBR district (overlay) shall be considered a multi-family residential district for the purposes of Section 930.

933. Sign Measurement

1. Sign area shall be measured as provided below:
 - a. In the case of any sign consisting of one or more sign panels (or a background different from the building where the background is considered by the ZEO to be an integral part of and clearly related to the sign), the sign area shall be the smallest rectangle which encompasses the sign panel and all of the lettering, wording and accompanying designs or symbols.
 - b. In the case of any sign consisting of individual letters or symbols affixed to, attached to, or painted on a wall, window, or other part of the building, the sign area shall be the smallest rectangle which encompasses all of the letters or symbols and accompanying designs.
 - c. In the case of a detached sign, the sign area shall not include the vertical, horizontal or diagonal supports which affix the sign to the ground, unless such supports are evidently designed to be part of the sign.
2. Sign height shall be measured from the average ground elevation around the base of the sign.

Measurement of Sign Area



934. Signs Permitted Without A Sign Permit

The following signs are permitted without a sign permit subject to the listed standards:

1. Basic Identification – Type Signs	
a. Residential Zone Identification	In a single-family residential district, residential identification signage (such as identifying the occupant of a residence, an authorized home-based business, street number, and/or similar information) provided all such signage shall not exceed two square foot in sign area.
b. Business / Office Zone Identification	In a business or office district, one (1) non-illuminated sign located at or very close to the entrance door for business identification (such as identifying the name of the business, street number, business hours, and/or similar information) provided all such signage shall not exceed one square foot in sign area.
c. Other Zone Identification	In any zoning district other than a single-family residential district or a business or office district, identification signage (such as identifying the owner or occupant, street number, and/or similar information) provided all such signage shall not exceed one square foot in sign area.
d. Street Number Signage	Street number signs as required by, and in accordance with, Town Ordinance 66-6.
e. Menu Box Sign	One (1) “menu box sign”, lit or unlit, of up to three square feet (3 SF) when mounted on a wall outside the front door to a restaurant in a pedestrian-oriented district.
f. <u>Town Property</u>	<u>Any sign erected by the town identifying town property.</u>

2. Public Expression – Type Signs	
a. Political / Ideological Signs	<p>Political or ideological signage provided:</p> <ul style="list-style-type: none"> the total area of all such signage shall not exceed 32 square feet in sign area on any one property. such signage shall be located on private property (not within a public or private right-of-way) so as to not obstruct sight lines or interfere with pedestrian or vehicular traffic. such signage shall not be displayed for more than sixty (60) consecutive days.
b. No Trespassing Signs	One (1) trespassing warning sign not exceeding one square foot in area and no more than one sign per each 200 feet of property perimeter.

3. Temporary Signs (in addition to any other sign permitted by these Regulations)	
a. Real Estate Sign(s)	One (1) temporary sign per lot indicating that the premises are for sale or lease provided: <ul style="list-style-type: none"> • The cumulative area of any sign (including any added panels) shall not exceed four (4) square feet in area. • No such sign shall be affixed to any tree or utility pole or obstruct a necessary sight line or pedestrian way. • No part of the sign shall be located more than eight (8) feet above the adjacent ground level. • Any such sign shall be removed upon sale or lease.
b. Tag Sale Signs	Temporary directional signs for “tag sales” in accordance with Town ordinance.
c. Construction Sign	One (1) temporary sign indicating that the premises are undergoing improvement provided: <ul style="list-style-type: none"> • Such sign shall only be displayed during the course of work or construction on the premises, • Such sign not exceed three (3) square feet in area. • Such sign shall be setback at least 30 feet from the edge of the road surface and shall not be affixed to any tree or utility pole within a public right-of-way.
d. Special School Events	A temporary sign displayed on public school grounds in connection with Board of Education regulated activities subject to requirements of Subsection 936.
e. Temporary Directional Signs	Subject to approval of the ZEO, directional signs within a site when a building on a site is open during the period when permitted site work and/or building construction is in process.

4. Public Service – Type Signs	
a. Government Signs	<u>Any sign erected by the town, state or federal government or any branch or department thereof relating to traffic safety; any</u> an official federal, state or local government sign; or <u>a</u> notice issued by any court, person or officer in performance of a public duty.
b. Public Traffic Control Signs	Any sign erected by the town, state or federal government or any branch or department thereof relating to traffic safety.
c. Public Safety Signs	A sign deemed necessary by the Traffic Authority, Police Department, or Public Works Department or otherwise necessary for warning the public of construction, excavation, or similar hazards within the public right-of-way or on premises used by the public.

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d. Transit Signs	Signs identifying transit stops, facilities, times, routes, and similar information.
e. Historic Landmark Sign	Any sign erected by the town, state or federal government or any branch or department thereof identifying an historic landmark or similar public interest site provided that such sign has been given a positive report <u>recommendation</u> by the Architectural Review Board.
f. Historic Plaque	Historical plaques not exceeding two square feet in size affixed to structures.
g. <u>Site-Based</u> Community Event Banners	One (1) banner sign <u>up to 32 SF</u> related to an upcoming community event sponsored by public or non-profit organizations when on the site of the event or as otherwise approved by the Board of Selectmen. Such signs may be posted up to 14 days in advance of the event and shall be removed within 3 days after the event.
h. <u>Street-Based</u> Community Event Banners	<u>Banner sign(s) within a street right-of-way as approved by the Board of Selectmen when related to an upcoming community event sponsored by public or non-profit organizations. Such signs shall be removed within 3 days after the event.</u>

5. Other Signs	
a. Signs Not Visible	Signs on a property, whether inside or outside a building, not visible and/or not legible from any public roadway or from adjacent property.
b. Temporary Window Signs	One or more temporary window signs, lit or unlit, painted directly on a window, affixed to the inside of a window, or hung within three feet inside a window and interior signs visible and legible from a public roadway provided: <ul style="list-style-type: none"> • No sign shall be displayed more than 30 consecutive days, • The total area of all such signage shall not exceed 25 percent of the window surface it relates to.
c. Vehicle Sign(s)	Any sign displayed on a parked vehicle provided that any such vehicle shall be parked in the least conspicuous location when at the site of the business.
d. Seasonal Decorations	Temporary (non-commercial wording) holiday decorations or lighting.

935. Signs Permitted With A Sign Permit

A. SIGN TYPES ALLOWED

The following table summarizes what types of signs are allowed in which districts. Details are found in the remainder of Section 935.

For number of signs allowed, see Section 935.B.		Pedestrian-Oriented Business Districts	Automobile-Oriented Business Districts	Office Districts	Single-Family Residential Districts	Multi-Family Residential Districts	Other Districts
ATTACHED SIGNS (see Section 935.C)							
1.	Wall Sign - Primary	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
2.	Wall Sign - Secondary	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
3.	Parallel Blade Sign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
4.	Perpendicular Blade Sign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
5.	Awning Sign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
6.	Etched Glass	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
7.	Wall-Mounted Directory Sign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
DETACHED SIGNS (see Section 935.D)							
8.	Hanging Sign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
9.	Monument Sign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
10.	Pole Sign		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
11.	Directory Sign		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
12.	Fuel Price Sign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
OTHER SIGNS (see Section 935.E)							
13.	Special Use Sign				<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
14.	Multi-Family Development Sign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

B. NUMBER OF SIGNS ALLOWED

With regard to the signs depicted in Subsection 935, the following limitations apply:

Category	Number And Type Allowed
1. Pedestrian-Oriented Business Districts (one sign type only)	<ul style="list-style-type: none"> One attached sign (per Section 935.C) per tenant although some ground floor uses may be eligible for a second attached sign in accordance with Section 935.C.2 <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> One detached hanging sign (per Section 935.D.1) per property <u>building</u> may be permitted in lieu of a building-mounted sign <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> An alternative signage program approved by the ZBA and then <u>recommended</u> by the ARB
2. Automobile-Oriented Business Districts (see note #1)	<ul style="list-style-type: none"> One attached sign (per Section 935.C) per tenant although some ground floor uses may be eligible for a second building-mounted sign in accordance with Section 935.C.2 <p style="text-align: center;"><u>AND</u></p> <ul style="list-style-type: none"> One detached sign (per Section 935.D) per property provided the ARB approves the overall signage arrangement and sign size <p style="text-align: center;"><u>AND</u></p> <ul style="list-style-type: none"> Fuel stations may also have one fuel price sign.
3. Office Districts (see note #1)	<ul style="list-style-type: none"> One attached or detached sign per building (may be a directory sign) <p style="text-align: center;"><u>AND</u></p> <ul style="list-style-type: none"> One detached sign per property
4. Single-Family Residential Districts	<ul style="list-style-type: none"> As per Section 935.E
5. Multi-Family Residential Districts (see note #1)	<ul style="list-style-type: none"> One sign per driveway entrance
6. Other Districts	<ul style="list-style-type: none"> One sign per property

Notes:

- Unless eligible for a Sign Permit in accordance with Section 938.1, new signage or replacement signage requires review and a positive recommendation from ~~Where multiple sign types are proposed per property, such signage shall be approved by~~ the Architectural Review Board (ARB) unless a sign theme as provided in Section 936.2 has already been ~~approved~~ given a positive recommendation by the ARB.

C. ATTACHED SIGNS

1. Wall Sign - Primary	
a. Maximum Sign Area	<ul style="list-style-type: none"> Unless given a positive recommendation by the ARB (such as for narrow tenant spaces), 0.33 square foot of signage sign area for each one lineal foot of building frontage facing the primary street in a pedestrian-oriented district, not to exceed 40-32 SF. Unless given a positive recommendation by the ARB (such as for narrow tenant spaces), 0.67 square foot of sign area for each one lineal foot of building frontage facing the primary street in an automobile-oriented district, not to exceed 60-48 SF.
b. Design Parameters	<ul style="list-style-type: none"> No primary wall sign shall project more than 12 inches from the face of the building wall to which it is attached. No sign on a wall shall be more than 15 feet above the curb level or the ground level, whichever is higher, of the fronting street, nor extend above the eaves line or highest point of the facing wall of the building.

Business Wall Signs - Primary

Sign Panel



Individual Characters



2. Wall Sign - Secondary	
a. Maximum Sign Area	<ul style="list-style-type: none"> Six square feet (6 SF) The primary sign area and the secondary sign area may be combined and allocated as desired provided the secondary sign is not larger than the primary sign.
b. Design Parameters	<ul style="list-style-type: none"> One secondary sign per demised tenant space when such tenant space: <ul style="list-style-type: none"> adjoins a second public street and such secondary signage shall face the second street, or adjoins a publicly-owned parking lot and maintains a direct entrance thereto provided such signage shall be visible from the public parking lot, or adjoins a pedestrian walkway connecting a rear public parking area in a pedestrian-oriented district to a street and the business has a functioning entry on that pedestrian walkway. Unless otherwise authorized by ARB (such as for a blade or awning sign), no secondary wall sign shall project more than 6 inches from the face of the building wall to which it is attached.

Business Wall Signs - Secondary

Corner Building



Rear Access



3. Parallel Blade Sign	
a. Maximum Sign Area	<ul style="list-style-type: none"> Six square feet (6 SF) in a pedestrian-oriented district Twelve square feet (12 SF) in an automobile-oriented district
b. Design Parameters	<ul style="list-style-type: none"> Generally oriented parallel to building façade. Generally hung from an overhang of a covered porch or walkway. Intended for a ground floor tenant in lieu of (not in addition to) a wall sign Multiple occupancy buildings may combine individual sign panels of similar design into an overall design subject to the sign area limitation and ARB approval.

Parallel Blade Sign

Single Panel



Multiple Panels



4. Perpendicular Blade Sign	
a. Maximum Sign Area	<ul style="list-style-type: none"> Seven square feet (7 SF).
b. Design Parameters	<ul style="list-style-type: none"> Generally oriented perpendicular to building façade. Generally hung from a wall. Intended for a ground floor tenant in lieu of (not in addition to) a wall sign The top of the blade sign shall not be more than twelve (12) feet above the adjacent ground. The bottom of the blade sign shall not be less than seven (7) feet above the adjacent ground. No blade sign shall project more than forty (40) inches from the wall or surface to which it is affixed. The blade sign may overhang a public sidewalk/street right of way by a maximum of three feet provided the applicant obtains written permission from the owner of the affected property (the Town of Darien Board of Selectmen or State of Connecticut Department of Transportation, depending on the owner of the sidewalk/street right of way). No blade sign shall be internally illuminated..

Perpendicular Blade Signs



5. Awning Sign	
a. Maximum Sign Area	<ul style="list-style-type: none"> 0.33 square foot of signage for each one lineal foot of building frontage facing the primary street in a pedestrian-oriented district, not to exceed 40-32 SF. 0.67 square foot of sign area for each one lineal foot of building frontage facing the primary street in an automobile-oriented district, not to exceed 60-48 SF.
b. Design Parameters	<ul style="list-style-type: none"> Minimum clearance of 7 feet to pedestrian space. The awning sign may overhang a public sidewalk/street right of way by a maximum of three feet provided the applicant obtains written permission from the owner of the affected property (the Town of Darien Board of Selectmen or State of Connecticut Department of Transportation, depending on the owner of the sidewalk/street right of way).

Awning Sign



6. Etched Glass	
a. Maximum Sign Area	<ul style="list-style-type: none"> Shall not exceed 10 percent of the glass surface (window or door) to which applied unless otherwise approved <u>given a positive recommendation</u> by ARB
b. Design Parameters	<ul style="list-style-type: none"> Etched glass May be in addition to other permitted signage when design recommended <u>approved</u> by ARB Shall not obscure the view into the place of business unless design <u>given a positive recommendation</u> approved by ARB

Permanent Window Signs



7. Wall-Mounted Directory Sign	
a. Maximum Sign Area	<ul style="list-style-type: none"> Six square feet (6 SF) maximum sign area if directory sign located outside a building or legible from a public street
b. Design Parameters	<ul style="list-style-type: none"> One per building entrance in a multi-tenant building or a multi-building property Located next to entry door Shall not project more than three inches from a wall

Wall-Mounted Directory Sign



D. DETACHED SIGNS

1. Hanging Sign	
a. Maximum Sign Area	<ul style="list-style-type: none"> Six square feet (6 SF) in a pedestrian-oriented district Twelve square feet (12 SF) in an automobile-oriented district Twelve square feet (12 SF) in an office district
b. Design Parameters	<ul style="list-style-type: none"> May use a single post or be supported by two posts Maximum height of sign / posts shall not exceed nine (9) feet Shall not extend over any property line or a public or private right-of-way. Limited to one hanging sign per property in lieu of a wall sign. Multiple occupancy buildings may use one combined hanging sign listing occupants.

Hanging Signs



2. Monument Sign	
a. Maximum Sign Area	<ul style="list-style-type: none"> Twenty square feet (20 SF)
b. Design Parameters	<ul style="list-style-type: none"> One per property unless otherwise authorized by PZC by Special Permit in situations of multiple street frontages and/or multiple driveways where signs multiple signs cannot be seen at the same time Maximum height shall not exceed six (6) feet Integrated sign face / sign base Multiple occupancy buildings may identify the premises or may have a monument sign listing all occupants.

Monument Signs



3. Pole Sign	
a. Maximum Sign Area	<ul style="list-style-type: none"> Eighteen square feet (18 SF)
b. Design Parameters	<ul style="list-style-type: none"> One per property unless otherwise authorized by PZC by Special Permit Shall not exceed a height of 15 feet overall above the surface of the ground where located. Unless configured as a pylon sign, there shall be clear space underneath the signage of at least seven feet measured above the center line of the intersecting street to the bottom of the sign. In the case of gas stations, pole signs shall be no closer to a public street than the gas service island.

Pole Signs



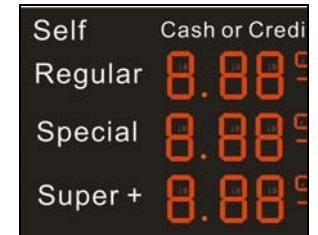
4. Directory Sign	
a. Maximum Sign Area	<ul style="list-style-type: none"> Approval of design by ARB to serve intended purpose
b. Design Parameters	<ul style="list-style-type: none"> One per property in location approved by PZC In an office district, no letter or figure shall be higher than four inches

Directory Signs



5. Fuel Price Sign	
c. Maximum Sign Area	<ul style="list-style-type: none"> Twelve square feet (12 SF) in an automobile-oriented district Not permitted in a pedestrian-oriented district
d. Design Parameters	<ul style="list-style-type: none"> One per property when accessory use to an operating fueling station May be physical numbers or digital display Shall not be located on canopy or building Shall not be located between the gas island and the street

Fuel Price Signs



E. OTHER SIGNS

1. Special Use Sign	
a. Maximum Sign Area	<ul style="list-style-type: none"> Twelve square feet (12 SF)
b. Design Parameters	<ul style="list-style-type: none"> May be of any type (attached, detached, etc.). May identify a use or facility permitted by Special Permit in a Single-Family Residential District (such as institutional use or a private school). Multiple signs per property may be authorized by the Architectural Review Board (ARB) based on site-specific circumstances and overall sign design.

Special Permit Use Signs



2. Multi-Family Development Sign	
a. Maximum Sign Area	<ul style="list-style-type: none"> Six square feet (6 SF)
b. Design Parameters	<ul style="list-style-type: none"> May be of any type (wall, detached, etc.). Identifies a multi-family residential development where it is the principal use of property. May be installed in any other zoning district when property is used for a multi-family residential development. Multiple signs per property may be authorized by the Architectural Review Board (ARB) based on multiple driveways or other site-specific circumstances and overall sign design.

Residential Development Signs



3. Temporary Business Promotion Sign	
a. Maximum Sign Area	<ul style="list-style-type: none"> Eighteen square feet (18 SF)
b. Design Parameters	<ul style="list-style-type: none"> A temporary sign for special events such as openings, new management, and special promotional events. One (1) banner installed flat on the front wall Not to exceed once in a six (6) month period for up to seven consecutive days

Temporary Business Promotion Signs



4. Temporary Application Pending Sign	
a. Maximum Sign Area	<ul style="list-style-type: none"> As permitted in the District
b. Design Parameters	<ul style="list-style-type: none"> A temporary identification sign which may be displayed during the period from the submission of a complete application for a permanent sign until 30 days after action has been taken on the application Such temporary sign shall: <ul style="list-style-type: none"> conform with all dimensional regulations, and be displayed in such a manner which is consistent with the proposed sign.

936. Additional Provisions

1. Design Guidelines–

- a. Signs shall be compatible with the architectural style of the building to which they relate and shall enhance the historic and architectural character of the site and the surrounding area.
- b. Signs on the same building or in separate buildings on the same parcel or in the same complex shall demonstrate consistency in the design and placement of signs.
- c. When reviewing sign designs, the ARB may consider the following:
 - i. the location, height, and width of the sign and/or sign panel in relation to the building.
 - ii. letter height in relation to the proximity of the building to the street, the speed of traffic, the apparent angle of the sign to the sidewalk or street, and other relevant factors.
 - iii. the illumination of the sign and its appropriateness given the location of the site and surrounding uses.
- d. Unless otherwise given a positive recommendation by the Architectural Review Board, the height of any letter, logo, or symbol on a sign shall not exceed:
 - i. 20 inches in a pedestrian-oriented district.
 - ii. 26 inches in an automobile-oriented district.

2. Sign Theme –

- a. As part of the review for any new building construction or exterior modifications to a building, the Architectural Review Board shall review and endorse a sign concept (size, shape, materials, color, lighting, location) submitted by the applicant.
- b. Notwithstanding the above, a property owner may at any time submit a sign concept (size, shape, materials, color, lighting, location) to the Architectural Review Board for review and approval.

3. **Sign Content**– A sign otherwise authorized by these Sign Regulations may contain non-commercial content, provided that the sign otherwise conforms to the provisions set forth in these Sign Regulations.

4. **Sign Location–**

- a. A sign shall be affixed only to that portion of a building or structure which encloses the use to which the sign pertains.
- b. No sign shall be erected or placed in such manner so that it obstructs clear vision or safe movement for a motorist entering or exiting any intersection or presents a hazard to vehicular or pedestrian traffic.
- c. Provided the location does not obstruct sight lines or pedestrian or traffic movement and does not create a hazard of any type, ground signs, pole signs and monument signs may be placed within the setbacks required for buildings and structures.
- d. No ground sign or pole sign in a business district or an office district shall be located within 40 feet of any Residential Zone boundary line.
- e. Where a lot abuts or is within 100 feet of the right-of-way of the Connecticut Turnpike, no sign on such lot shall be erected which faces or is primarily intended to be visible from the Connecticut Turnpike.

5. **External Illumination** - Signs may be externally illuminated provided:

~~The illumination shall be white light,~~

- a. The light is confined to the surface of the subject sign and shall not be directed so as to create a hazard or nuisance,
- b. The source of light (bulb, tube, reflectors, etc.) is shielded from the road and from adjacent properties,
- c. No source of illumination shall interfere with motorists' vision of a traffic signal light, street or directional signs or any other sign or device intended primarily for the public safety and welfare. .
- d. In a Residential Zone, any indirect lighting shall be white light installed in a manner that will prevent direct lighting from shining on to any street or nearby property and no sign shall be illuminated after 11:00 PM.
- e. No flood or spotlighting for illumination of a sign shall be mounted higher than 20 feet above ground level.

6. **Internal Illumination** - Signs may be internally illuminated, except in a Residential Zone, provided:
- a. in an automobile-oriented district or an office district:
 - i. the sign is comprised of individual letters and/or symbols which are internally illuminated through one face (channel-lit front-only or halo lit), or
 - ii. the sign is comprised of individual letters and/or symbols which are internally illuminated and the light is visible in multiple ways (such as channel-lit multi-face, extruded letters, front/back lit, front side lit, etc.), or
 - iii. the sign panel is a durable, dark, solid, opaque background (such as metal) and only the individual letters and/or symbols appear illuminated (i.e., a dark background with flush letters in a sign box).
 - b. in pedestrian-oriented zones, the ARB may allow a halo-lit (back-lighting with light fixtures that are within the letter and shine only toward the background wall) wall sign.
 - c. Exposed neon tubes, exposed light bulbs, or exposed light-emitting diodes (LEDs) are not permitted unless expressly given a positive recommendation by the Architectural Review Board.

Channel-Lit Front Only
(Light projects to front only)



Channel-Lit Multi-Face
(Light visible multiple ways)



Halo-Lit
(Light projects to rear only)



Dark Background Sign Box



7. **Directional Signs -**

- a. Directional signs shall be allowed where found to be appropriate so long as they do not exceed two square feet and are solely directional and contain no advertising.
- b. In a pedestrian oriented district, a commercial use having a direct entrance on a publicly-owned parking lot may be allowed two (2) small directional signs of up to one (1) square foot each provided any such sign is limited to indicating the location of the public entrance to the establishment.

8. **Hazards Or Nuisance -**

- a. No sign shall be so placed as to be a hazard to traffic or the public generally, or a nuisance to the residents or occupants of any other building or premises.
- b. No sign shall be erected or maintained so as to obstruct any window, door or opening used for ingress or egress or for fire-fighting purposes, or which interferes with any opening required for proper ventilation.
- c. No sign shall be erected in such a manner so that it obstructs clear vision of any public way or drive by either motorists or pedestrians.
- d. No sign in other than a Residential Zone shall be located so as to face any Residential Zone on the same side of the street on which the property bearing the sign fronts. This provision shall not apply to signs at right angles to the street line of such street.

9. **Possible Sign Area Increase** – Due to the potential lack of visibility of a wall sign resulting from the greater building setback, the Architectural Review Board may allow for a larger sign area for a wall sign (Section 935.C.1) when there is no detached sign on the premises in accordance with the following table:

Building Setback From Street	Maximum Sign Area Allowed
0-100 feet	As per Section 935.C.1
101-200 feet	Sign area per Section 935.C.1 may be increased by up to one percent (1%) for every two feet beyond 100 feet subject to review and approval by ARB
201 feet or greater	150 percent of sign area as determined by Section 935.C.1 subject to review and approval by ARB

10. **Non-Conforming Signs** –
- A non-conforming sign may be repainted or repaired without a sign permit so long as the sign remains unchanged.
 - Any alteration, reconstruction, enlargement, or relocation of a non-conforming sign shall require a sign permit and such sign permit shall be predicated on the sign being brought into conformance with this Section.
11. **Maintenance**– All signs, together with their supports, braces, guys and anchors, shall be kept in good repair and in a safe condition. The owner of a sign, and the owner of the premises on which it stands, shall be responsible for keeping such sign and ground around it in a safe, sanitary, neat and clean condition.
12. **Severability** – If any provision of Section 930 of these Sign Regulations, or the application thereof to any person or circumstances, shall be held invalid, the invalid provisions shall be severable and such invalidity shall not affect other provisions or applications of Section 920 through Section 930 of these regulations which can be given effect without the invalid provisions or application.

937. Prohibited Signs

Notwithstanding any other provision of these Regulations, the following types of signs are expressly prohibited:

Sign Type	Description
1. Not Expressly Permitted	Any sign which is not expressly exempt or permitted by Section 930 of these Regulations.
2. Off-Premises Signs	Billboards and other such advertising signs and signs located other than on the lot to which they refer
3. Moving Or Flashing Sign Or Element	Flashing, iridescent, intermittent, light-reflecting, revolving or moving signs, changing image or images, pennants, spinners, streamers, sales signs, special promotional signs, A-frame or other eye-catching devices.
4. Illumination as Signage	Unless approved <u>given a positive recommendation</u> by the ARB, any lighting of signage or building in such a manner as to constitute a sign including lighting of windows, lighting of interior spaces, or anything else that functions as a sign.
5. Exposed Illumination	Any sign with an exposed source of illumination including string or festoon lights.
6. Sky Signs	Any sign projected into the air or placed in the air by flotation or other means.
7. Temporary Signs	Other than as expressly allowed in Section 930 of these Regulations, temporary signs (including sandwich signs, A-frame, H-frame, signs on portable storage containers, and signs of similar construction) and other signs not affixed either to a building or the ground in a permanent manner.
8. Banners And Flags	Banners, except as expressly allowed in Section 930 and flags, except as excluded by the definition of sign as found in Section 210.
9. Murals	Advertising signs painted on building walls.
10. Roof Sign	Any sign mounted on a roof or extending above the roof line of a building.
11. Hindrance To Safety	Any sign which obstructs vehicular or pedestrian circulation or directly or indirectly creates an unsafe condition for vehicles or pedestrians.
12. Outside Window Sign	Signs affixed to the outside of a window.

938. Sign Approval Procedures

1. **Sign Permit** – The ZEO may issue a Sign Permit for a sign without any additional reviews under any of the following circumstances:
 - a. The sign design conforms to these Regulations and is consistent with a sign theme ~~approved~~ given a positive recommendation by the Architectural Review Board in accordance with Section 936.2.
 - b. The sign:
 - is replacing an existing sign (conforming or non-conforming) which is being abandoned, and
 - the new sign will be reasonably similar to the previous sign in terms of size, shape, color, lighting, location, and other relevant factors even though the letters and/or symbols and materials may change and/or is being made more conforming in a material way.
 - c. The sign conforms to these Regulations and is reasonably similar to other signs on the building (or on the premises) in terms of size, shape, materials, color, lighting, location, and other relevant factors and/or is being made more conforming in a material way.
2. **Architectural Review Board**– For other signs that otherwise conform to these Regulations:
 - a. Application shall be made to the ZEO for initial review of compliance with these Regulations and will then be referred to the Architectural Review Board (ARB) for review.
 - b. Upon a favorable report by the ARB, the ZEO shall issue a permit.
 - c. If the ARB should give an unfavorable report, the ZEO shall then refer the application to the Planning and Zoning Commission for review and final action.
 - d. Should the Planning and Zoning Commission approve the sign, the ZEO shall issue a permit.